“CIOs will be required to take a more holistic view of the boundaries between mobile and fixed, voice and data, and consumer and business will largely disaappear.”

Source: Ovum Market Analysis
Upcoming ICT solutions enable enterprises to be more flexible, mobile and collaborative.

### Cloud Computing
- 51% of ICT executives expect **cloud computing** to become the **dominant sourcing**;
- **SaaS** is becoming known as the **most flexible cost effective alternative** solution to traditional in-house software;
- Cloud computing industry is estimated to reach **$160 Billion** by **2012**.

### B2B Application Development
- Mobile apps store will become a **major revenue generator**: Downloads are forecasted to increase from **$7bn** to **$50bn** until **2012**;
- Compatible with **existing business models**;
- B2B apps **comply to multiple device platforms**.

### FMC
- **Increasing flexibility** of working environment as **main driver** shift towards rising **fixed / mobile convergence**;
- Enterprise convergent communication spend is **expected to double by 2015** compared to **2008**.

### M2M
- **M2M demand profits from sustainability trend** as M2M systems allow to monitor and control energy consumption remotely.

*Source: Study Life 2 - Working connected in Business and Society Gartner Data Quest Insight*
Romtelecom steps-up to ICT – Technical capabilities
We build ICT on top of success stories from TELCO...

Cisco Certified Managed Services build on…

**Managed MPLS VPN**
- Security
- Scalability
- Customizability
- Quality / availability

**Managed Premium Internet**
- High speed
- Quality / availability

…state of the art Cisco MPLS network

- **End-to-end Cisco** based network
- **99.999%** availability in Core
- **High performance** design
- **Traffic optimization** / Service control engines

End-to-end Cisco (PTT, DSL, TDM)
AGGREGATION Layer (Cisco GSR & 7000 series)
CORE Layer (Cisco CRS)
High Availability
High Performance
FUTURE Scalability
High Speeds
TRAFFIC Optimization
SERVICE Control Engines

High Availability
Traffic Optimization
Service Control Engines

Access Layer
National Coverage
High Quality
Full Flexibility

Cisco
Siemens
Alcatel-Lucent
Romtelecom steps-up to ICT – human resources

...and specialized personnel

**High trained IT & NOC engineers**

**ICT specialized Sales Force**

**Certified Project Managers & ICT solutions designers**

400+ certified engineers:

- **Cisco**: 9 x CCIE + 200 x CCNP / CCNA / CCDA
- **Microsoft**
- **Alcatel**
- **Siemens**

50+ ICT specialized sales representatives / account managers

30+ project managers, ICT solutions designers, ICT product managers
ICT portfolio & solutions

Four main directions: Cloud Services | Managed Services | M2M – Smart Energy | FMC

**Managed Services**
- Managed Office
- Managed Workplace
- Managed Application
- Managed Services

**Cloud Services**
- Cloud ERP / CRM
- Cloud SFA
- Virtual Desktop Infrastructure

**M2M – Smart Energy**
- The energy industry is facing significant challenges and changes
- Increased efficiency & Decreased TCO
- Increase business flexibility & Optimize value chain
- Romtelecom value add: We enable the energy industry to master the challenges of vastly increasing data volumes, to securely manage efficient use of energy and smart grids

**FMC**
- Convergent
- Fix-Mobile
- Voice
- Broadband

**Smart**
New Cloud Services by Romtelecom

Cloud applications | Virtual infrastructure

Cloud ERP
- ERP - Enterprise Resource Planning
- Accessible via Web Portal
- Modules: Accounting, Partners Management, Stock Management, Fix Assets, Personnel & Salaries
- Pay only what you use and how long you use it

Virtual Desktop
- Device agnostic
Virtual PC has:
1. Windows OS
2. Antivirus
3. 50GB Storage
4. Internet Explorer
5. Flash / Media Player
6. Backup / Restore + Self Service portal

Cloud CRM
- CRM - Customer Relationship Management
- Accessible via Web Portal
- Modules: Sales Automation, Marketing, Customer Support, Calendar, Analysis / reports
- Pay only what you use and how long you use it

Cloud Services by ROMTELECOM

Sales Force Automation
- [ Simple ]
- [ Cost effective ]
- [ Flexible ]
- [ Scalable ]
- Sales opportunity insight
- Sales commissioning
- Products & pricing
- New order entry
- Order tracking

Cisco

ROMTELECOM BUSINESS SOLUTIONS
Cloud Computing is the new business model

“The cloud model will propel IT market growth and expansion for the next 20 years”
F. Gens, IDC

“Deployment models”
- Public clouds: Resources and services from the Internet
- Private clouds: Resources and services from secure sources
- Hybrid clouds: The best of both worlds
- Community clouds: For special interest groups

“Service models”
- Cloud applications – SaaS
- Cloud platforms – PaaS
- Cloud infrastructures – IaaS

Customers

Characteristics
- On demand self services
- Broad network access
- Resource pooling
- Rapid elasticity
- Measured service

* Cloud definition of German National Institute of Standards and Technology
Business Market Place
In partnership with Deutsche Telekom

Basic apps portfolio to be complemented by the partner apps (revenue share model) and community apps (e.g. eHealth).

- Basic Apps
  - Virtual Desktop
  - eShop
  - Office 365
  - Hosted Exchange
  - Licenses

- Advanced Apps
  - Cloud Storage
  - Cloud ERP
  - Cloud CRM
  - Fleet Management
  - HR Apps

- DT Apps
  - Other B2B apps available on DT / NatCos marketplace

Deutsche Telekom

Business Apps as Service
Cloud Videomeet
Many providers – One conference

Collaboration as a Service

CONCEPT
Allow customers to use video conferencing easily, independent the used hardware

- **Global video conferencing service**
- **End-point agnostic**
- **Supports most clients / protocols**
- **Native integration**, neither gateways nor specific VC equipment required
- **Monthly fee or usage fee**

CUSTOMER BENEFITS

- **Easy to use**
- **Enhance communications**
- **Save travel costs**
- **0 EUR initial investment**
- **Predictable / lower operational costs**

powered by Deutsche Telekom

powered by Cisco
Thank you!